

ABSTRACT OF THE DISCLOSURE

An electronic screen display includes a screen, a memory storing digital content for display on the screen, a processor communicatively coupled to the memory and the screen, and a sensor communicatively coupled to the processor. The processor obtains
5 digital content from the memory and generates signals causing a primary display to appear on the screen. The sensor is activated by sensing a light signal emitted from an external device being used to read information from the primary display, and causes the processor to obtain further digital content from the memory and generate signals causing a secondary display to appear on the screen. A corresponding display method includes
10 displaying primary digital content on a screen, sensing a light signal emitted from an external device being used to read information from the screen, and in response to the sensing the light signal, causing secondary digital content to appear on the screen.